

FERDINAND MACAGBA

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Professional Summary

Customer-focused professional with over 10 years of experience in hospitality and remote operations. Known for building genuine relationships with clients, solving problems with care, and thriving independently in fast-paced environments. Passionate about community engagement, digital transformation, and helping small businesses grow. Seeking to combine people skills with interest in local business support and AI-enabled tools.

Core Strengths

- Client Relationship Building – 10+ years engaging directly with customers to understand needs and resolve issues
- Remote & Independent Work – Proven ability to manage responsibilities autonomously and deliver consistent results
- Problem-Solving & Adaptability – Comfortable handling unexpected situations and thinking creatively
- Digital Systems & Tools – Familiar with booking platforms, CRM systems, and learning new software quickly
- Community Focus & Local Business Support – Interest in digital skills and AI tools for business growth

Work Experience

Remote Operations Manager / E-Commerce Specialist

Bytes Enterprises Ltd, London | July 2019 – December 2022

- Managed all customer communications and order operations remotely, responding to enquiries and ensuring timely fulfilment for a high-volume e-commerce business
- Coordinated with 10+ suppliers and logistics partners to maintain seamless operations, showing ability to work across multiple organisations
- Analysed sales data to streamline processes, reducing order-processing time by 20% while maintaining 99% inventory accuracy
- Maintained detailed digital records using cloud-based tools, demonstrating proficiency with digital systems

Night Receptionist

Radisson Edwardian Hotels – The Grafton Hotel, London | April 2015 – July 2019

- Served as primary point of contact for guest needs during night shifts, handling check-ins, payments, and issue resolution with precision
- Managed front-desk operations independently, demonstrating reliability and decision-making without direct supervision
- Coordinated with multiple departments (housekeeping, maintenance, management) to resolve issues promptly and keep guests satisfied

Central Reservations Agent

Radisson Edwardian Hotels – Central Reservations Office, London | April 2010 – March 2015

- Processed complex travel reservations using booking systems with 100% accuracy on client details, dates, and special requests
- Suggested additional services to enhance guest experiences, demonstrating ability to add value and tailor recommendations
- Coordinated with multiple departments to fulfil special requests and ensure seamless guest journeys from booking to arrival
- Trained new staff on reservation procedures and customer-service standards, showing clear communication and coaching ability

Education & Professional Development

- Diploma in Applied Generative AI – Alison Learning, April 2026 (CPD Certified)
- Managing AI Governance in Organisations with ISO 42001 – Alison Learning, April 2026
- Generative AI for Businesses – Alison Learning, February 2026
- The Fundamentals of Digital Marketing – Google Digital Garage, June 2023 (IAB Endorsed)
- Level 2 Certificate in Digital and IT Skills – Gateway Qualifications, August 2023
- Level 2 Certificate in Understanding Coding – NCFE, March 2023
- Bachelor of Science in Electronics and Communications Engineering – Saint Louis University, Philippines, 1987 (UK Equivalent: Foundation Degree / HND Level – Statement of Comparability issued by UK ENIC, April 2023)

Key Skills

- Excellent communication – clear, friendly, professional in emails, phone calls, and face-to-face interactions
- Reservation and booking systems – experienced with hospitality platforms and CRM tools
- Self-motivated and independent – comfortable working remotely, managing time effectively, and staying focused without close supervision
- Microsoft Office and Google Workspace – proficient in Word, Excel, Sheets, and cloud collaboration tools
- Digital tools and learning – quick to pick up new software and platforms; keen interest in emerging technologies
- Problem-solving – able to think creatively, stay calm under pressure, and find practical solutions

Additional Information

Based in North London with strong ties to local community. Interested in local business development, digital transformation, and supporting small businesses to grow. Comfortable working on-site and flexible with training and event availability.